

Message Text

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PAGE 01 BANGKO 10698 180927Z

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W

-----180929Z 058437 /17

R 180228Z MAY 77

FM AMEMBASSY BANGKOK

TO USDOC WASHDC

INFO SECSTATE WASHDC 2231

AMEMBASSY SINGAPORE

UNCLAS BANGKOK 10698

SINGAPORE PLEASE PASS E.K. KOFOD, AREA MANAGER, WESTINGHOUSE
ELECTRIC

E.O. 11652: N/A

TAGS: BEXP, TH

SUBJ: WTDR/FTI

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: 0104300
4. SIAM MOTORS CO., LTD.
- 4A. CODE: K
5. 865 RAMA I ROAD
6. BANGKOK, THAILAND
7. ESTABL: 1951 8. EMPL: 2,100 9. SIZE: (19-X) VERY LARGE
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED IN
ORDER OF IMPORTANCE: LOCAL AND ABROAD
12. RPT. DATE: 05/77
- 13A. 37100/0135 MFR.IMP.AGT.DIST. OF AUTOMOBILES
- 13B. 37510/0135 MFR.IMP.AGT.DIST. OF MOTOR CYCLES
- 13C. 37130/135 IMP.AGT.DIST. OF COACHES
- 13D. 35310/135 IMP.AGT.DIST. OF ROAD CONSTRUCTION MACHINERY
- 13E. 35190/135 IMP.AGT.DIST. OF INTERNAL COMBUSTION ENGINES
- 13F. 35850/01345 MFR.IMP.AGT.DIST.EXP. OF AUTO AIR CONDITIONERS
14. CONTACT: MR. THAWORN PHORNPRAPHA TITLE: PRESIDENT
15. CABLE: SIAMO 16. TELEX: 2003 UNICOM TH

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BANGKO 10698 180927Z

17. TEL: 251-3196 AND 251-5935
18. FINANCIAL REFS: BANGKOK BANK LTD., 9 SUAPA ROAD, BANGKOK;
WANG LEE BANK LTD., 1016 RAMA 4 ROAD, BANGKOK; CHASE MANHAT-
TAN BANK, 965 RAMA I ROAD, BANGKOK; KRUNG THAI BANK LTD.,
260 YAWARAJ ROAD, BANGKOK.
19. TRADE REFS: INDEECO INC., 425 HANLEY INDUSTRIAL STREET,
ST. LOUIS, MISSOURI 63144; CAMBRIDGE FILTER INT'L CORP.,

7645 SEVENTH NORTH ROAD, P.O. BOX 1255, SYRACUSE, NEW YORK
13201; FROSTEMP INC., P.O. BOX 40577, FORTH WORTH, TEXAS
76140

20. AGENCY REP: NISSAN MOTOR CO., LTD., 17-1, 6-CHOME, GINZA,
CHUO-KU, TOKYO, JAPAN, AUTOMOBILE AND DATSUN FORKLIFTS;
YAMAHA MOTOR CO., LTD., 2500 SHINGAI, IWATA-CHI, SHIZUOKA-
KEN, JAPAN, MOTOR CYCLES AND MUSICAL INSTRUMENTS; DAIKIN
KOGYO CO., LTD., SHIN-HANKYU BLDG., 8 UMEDA, KITA-KU, OSAKA,
JAPAN, AIR CONDITIONERS; DIESEL KIKI CO., LTD., 7-6 SHIBUYA,
3-CHOME, SHIBUYA-KU, TOKYO, JAPAN, AUTO AND BUS AIR CONDI-
TIONERS; JCB SALES LTD., ROCESTER, UTTOXETER STAFFS ST 14 5
JP, ENGLAND, EXCAVATORS/LOADERS; HITACHI, LTD., NIPPON BLDG.,
6-2, 2-CHOME, OHTEMACHI, CHIYODA-KU, TOKYO 100, JAPAN,
LIFTS AND ESCALATORS; FUJI HEAVY INDUSTRIES LTD., SUBARU
BLDG., 7-2, 1-CHOME, NISHISHINJUKU, SHINJUKU-KU, TOKYO,
JAPAN, MOTOR CARS, MOTOR TRUCKS, GARBAGE TRUCKS, BUS COOLERS;
FROSTEMPT INC., P.O. BOX 40577, 8912 SOUTH FREEWAY, FORTH
WORTH, TEXAS 76140, CONDENSERS; INDEECO, 425 HANLEY INDUS-
TRIAL COURT, ST. LOUIS, MO. 63144, DUCT HEATERS; YORK IN-
TERNATIONAL, P.O. BOX 1592, YORK, PA. 17405, COMPRESSOR PARTS;
CAMBRIDGE FILTER INT'L CORP., 7645 SEVENTH NORTH RD., P.O.
BOX 1255, SYRACUSE, NEW YORK 13201, AIR FILTER; UNIROYAL
INTERNATIONAL, MIDDLEBURY, CONN., REFRIGERANT HOSES.
21. SUBJECT FIRM WAS INCORPORATED IN 1951 WITH AN AUTHORIZED
CAPITAL OF US\$100,000, WHICH WAS LATER INCREASED TO THE
PRESENT AMOUNT OF US\$1,000,000. IT ACTS AS IMPORTER AND DIS-
TRIBUTOR OF AUTOMOBILES, MOTORCYCLES, TRUCKS, HEAVY CONSTRUC-
TION MACHINERY AND EQUIPMENT, INTERNAL COMBUSTION ENGINES,
ROOM AND AUTO AIR CONDITIONERS. SEVENTY PERCENT OF ITS
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PAGE 03 BANGKO 10698 180927Z

IMPORTS ARE FROM JAPAN AND THE REMAINDER FROM U.S. (20
PERCENT), U.K. (5 PERCENT) AND ITALY (5 PERCENT). IN ADDITION,
SUBJECT FIRM ASSEMBLES AUTOMOBILES, MOTORCYCLES AND AUTO AIR
CONDITIONERS IN ITS OWN FACTORIES WHICH ARE LOCATED IN THE
BANGKOK SUBURBS. IT EXPORTS MINERALS AND AUTO AIR CONDITIONERS
TO HONG KONG, SINGAPORE, MALAYSIA, INDONESIA AND AUSTRALIA.
SUBJECT FIRM HAS MORE THAN 30 WHOLLY OWNED SUBSIDIARIES IN
BANGKOK WITH 15 FACTORIES AND BRANCHES AT DIFFERENT LOCATIONS
THROUGHOUT THE COUNTRY. ITS MAIN OFFICE OCCUPIES A THREE-
STORY BUILDING OF ABOUT 1,500 SQ. METERS WHICH INCLUDES A DIS-
PLAY ROOM OF ABOUT 100 SQ. METERS AND A GARAGE OF 400 SQ.
METERS, LOCATED IN ONE OF BANGKOK BUSINESS DISTRICTS. IT
EMPLOYS 2,100 INCLUDING 300 SALES MEN AND ITS SALES VOLUME
IN 1976 WAS REPORTED TO BE US\$85,000,000 WHICH REPRESENTS
A VERY SHARP INCREASE OF ABOUT 142 PERCENT FROM THAT REPORTED
IN 1974. SUBJECT FIRM IS A MEMBER OF THE SIAM MOTOR GROUP
WHICH INCLUDES: SIAM MOTORS AND NISSAN CO., LTD. (ASSEMBLER
OF AUTOMOBILES AND TRUCKS); SIAM SPARE PARTS COMN LTD; SIAM
G.S. BATTERY CO., LTD.; SIAM BANDAG CO., LTD. (AN AUTOMOTIVE

TIRE RETREADING PLANT); SIAM YAMAHA COMN LTD. (MANUFACTURER AND DISTRIBUTOR OF YAMAHA MOTORCYCLES); SIAM MUSICAL INSTRUMENTS CO., LTD. (IMPORTER OF MUSICAL INSTRUMENTS); SIAM MUSICAL SCHOOL CO., LTD.; SIAM AUTO PARTS SALES CO., LTD.; BANGKOK MOTOR WORKS CO., LTD (IMPORTER AND DISTRIBUTOR OF CONSTRUCTION AND MINING EQUIPMENT); SIAM INTERNATIONAL CO., LTD. (EXPORTER AND DEALER OF THAI LOCAL PRODUCTS); KOLAKARN COMN LTDM (AN UP-COUNTRY DEALER OF AUTOMOBILES AND TRUCKS); SIAM COUNTRY CLUB CO., LTD. (A GOLF COURSE); UNIVERSAL MINING COMN LTD. (MINING EXPLORATION AND EXPORTER OF MINERALS); PHORNPRAPHA CO., LTD. (A HOLDING COMPANY); SIAM FIRST ENGINEERING AND HOUSING COMN LTD.; SIAM TRUST CO., LTD. AND SIAM USED CARS CO.,LTD. SIAM MOTORS COMPANY IS A MEMBER OF THE THAI CHAMBER OF COMMERCE AND THE ASSOCIATION OF THAI INDUSTRIES. FIRM ENJOYS A GOOD REPUTATION IN LOCAL BUSINESS AND BANKING CIRCLES. LOCAL BANKS REPORT FAVORABLY STATING THAT SUBJECT MAINTAINS A GOOD FINANCIAL STANDING AND THAT IT HAS

UNCLASSIFIED

UNCLASSIFIED

PAGE 04 BANGKO 10698 180927Z

BEEN GRANTED CREDIT FACILITIES WHICH HAVE BEEN PROPERLY UTILIZED. SUBJECT FIRM IS CONSIDERED TO BE AN EXCELLENT TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY
AT: AMEMBASSY BANGKOK.
WHITEHOUSE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 18-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770176-0783
Format: TEL
From: BANGKOK
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770546/aaaabnii.tel
Line Count: 146
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 25-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2477819
Secure: OPEN
Status: NATIVE
Subject: WTDR/FTI
TAGS: BEXP, TH
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/e50d6e91-c288-dd11-92da-001cc4696bcc
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22 May 2009
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